

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMK3894 – SERVICE MARKETING DISTANCE EDUCATION

4 MARCH 2017
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages (*including* the cover page) with **FIVE** questions only.
2. Attempt **ALL** the questions.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS**QUESTION ONE**

Explain the FIVE (5) powerful forces that transform and impact the service economy.

(20 marks)

QUESTION TWO

(a) Briefly explain the FOUR (4) important issues that need to be addressed by a service firm in designing a service product. (10 marks)

(b) Explain the distinction between enhancing and facilitating supplementary services.

(10 marks)

QUESTION THREE

Discuss how the 5Ws model can provide useful checklist for marketing communication planning if you are operating a hair salon in a suburban shopping center. (20 marks)

QUESTION FOUR

Discuss the FIVE (5) basic ways to manage demand if you are a hotel manager who is having two following situations:

(a) Excess demand

(b) Excess capacity.

(20 marks)

QUESTION FIVE

Discuss the FIVE (5) tools that are available for service firms to understand the customer responses, and to guide them to better design and improve the service environment.

(20 marks)

End of page.